

Message Text

UNCLASSIFIED

PAGE 01 HELSIN 00645 241314Z

42

ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 CIAE-00 COME-00 INR-07 LAB-04

NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 AGR-10 /060 W

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R 241137Z MAR 75

FM AMEMBASSY HELSINKI

TO SECSTATE WASHDC 8449

INFO AMEMBASSY STOCKHOLM

UNCLAS HELSINKI 645

E.O. 11652: N/A

TAGS: BEXP, FI

SUBJECT: FY 1977 COUNTRY COMMERCIAL PROGRAM FOR FINLAND

REF: 1) CAYA LETTER MARCH 13, 1975, TO HOLBROOK

2) HELSINKI 349, FEBRUARY 19, 1975

BEGIN SUMMARY. EMBASSY HAS FOLLOWING COMMENTS ON FY 1977 COUNTRY COMMERCIAL PROGRAM FORWARDED IN REFERENCE LETTER. COMMENTS COVER SUMMARY TABLE IN SECTION IV, DISCUSSED IN LETTER, AND THEN DEAL WITH SECTION II, SUMMARY OF PROGRAM ACTIVITIES, ENCLOSED WITH LETTER. END SUMMARY

1. EMBASSY HELSINKI SUGGEST THAT A ZERO ENTRY BE PLACED UNDER THE ENTRY "4.17 - NON-ECONOMIC/COMMERCIAL". NO DEFINITION OF THESE ACTIVITIES HAS BEEN PROVIDED AND SUCH AS SPRING TO MIND, E.F. DUTY OFFICER OR ESCORTING THE AMBASSADOR OR DEPUTY CHIEF OF MISSION TAKE PLACE MOSTLY OUTSIDE OF REGULAR HOURS.

2. EMBASSY HELSINKI NOTES THE INCLUSION OF ITEMS 3.2 LABORATORY INSTRUMENTATION, AND 3.3 COMMERCIAL PRESENCE FAIRS AS PRODUCT CAMPAIGNS IN SECTION IV. THESE APPEARED IN HELSINKI'S PRESENTATION (T-349 OF FEBRUARY 19, 1975) AS DEFERRED PROJECTS DUE TO LACK OF STAFF. IT IS ASSUMED THAT INCLUSION OF THESE "DEFERRED" PROGRAMS MEANS THAT AN ADDITIONAL LOCAL POSITION AT

UNCLASSIFIED

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PAGE 02 HELSIN 00645 241314Z

THE L-3 LEVEL (\$7500) IS BEING REQUESTED.

3. AS NOTED IN THE REFERENCE CABLE, HELSINKI DOES NOT YET HAVE MUCH EXPERIENCE IN MATCHING PERFORMANCE AGAINST PROJECTED GOALS. THE EXPERIENCED COMMERCIAL ATTACHE WILL DEPART IN JULY. WE UNDERSTAND THAT HIS POSITION LAST YEAR WAS DOWNGRADED TO FSO-5. WITH A NEW, MORE JUNIOR AND POSSIBLY INEXPERIENCED MAN ON THE JOB, THE POST MAY WELL FIND THAT MANY OF THE GOALS OF THE PROGRAMMED ACTIVITIES ARE UNATTAINABLE.

4. THE EMBASSY IS PLEASED TO NOTE THAT THE CAMPAIGN THEMES PROPOSED IN HELSINKI 349 HAVE APPARENTLY BEEN ADOPTED AS THE FY 1977 PROGRAM. HOWEVER, THE SUMMARY OF PROGRAM ACTIVITIES OMITTS CERTAIN ITEMS SUGGESTED BY HELSINKI. PERHAPS THESE ITEMS WOULD BE INCLUDED IN THE DETAILED CAMPAIGN WORKSHEETS, BUT HELSINKI WOULD LIKE TO POINT OUT THE FOLLOWING ITEMS OR SUGGEST CLARIFICATION.

A) ENERGY SYSTEMS:

THE EMBASSY IS SCHEDULED TO COMPLETE IN FY 76 A DESK STUDY ON ENERGY SYSTEMS DUE ON NOVEMBER 1975 (REF. USDOC 09105). IS IT PLANNED TO HAVE THE EMBASSY PERFORM A STUDY ON THIS SAME TOPIC IN FY 77 ALSO AS STATED IN THE DEPARTMENT'S SUMMARY?

THE EMBASSY SUGGESTS, AS RECOMMENDED IN HELSINKI 349, THAT A CATALOG SHOW ON THIS TOPIC BE STAGED IN HELSINKI.

B) FOOD PROCESSING AND PACKAGING:

THE EMBASSY STRONGLY RECOMMENDS THAT THE FOOD PROCESSING AND PACKAGING EQUIPMENT EXHIBITION SCHEDULED BY THE STOCKHOLM TRADE CENTER FOR THE FALL OF 1976 BE HELD AS AN OFF-SITE SHOW PREFERABLE AT THE HELSINKI INTERNATIONAL CONSUMER GOODS FAIR IN SEPTEMBER 1976. OUR NEWLY-ARRIVED AMBASSADOR, MARK E. AUSTAD, IS AWARE OF AND FULLY SUPPORTS THIS RECOMMENDATION. PLEASE ADVISE IF ANY FURTHER ACTION IS REQUIRED TO ENSURE INCLUSION OF THIS PROPOSAL IN THE 1977 COUNTRY PROGRAM.

" ITEM 3.3" COMMERCIAL PRESENCE IN SECTION IV SUMMARY OF UNCLASSIFIED

UNCLASSIFIED

PAGE 03 HELSIN 00645 241314Z

RESOURCE ALLOCATION DOES NOT INCLUDE FUNDS FOR FAIR SPACE RENTAL. RENTAL COSTS ARE ABOUT \$4.00 PER SQ. FT. FOR 5,000 SQ.FT. AN ADDITIONAL ALLOCATION OF \$20,000 WOULD BE REQUIRED MAKING A TOTAL OF \$27,185 INSTEAD OF \$7,185 AS CURRENTLY SHOWN. PREVIOUS U.S. EXHIBITIONS AT THE HELSINKI FAIR UTILIZED ABOUT 5,000 SQ.FT.

C. PROCESS CONTROL AND INSTRUMENTATION:

THE EMBASSY HAS NO OBJECTION TO LISTING A CATALOG
SHOW AS A DESIRED ACTION. HOWEVER, IT WOULD BE
PREFERABLE TO DO THIS IN FY 1976 AS SUGGESTED IN THAT
YEAR'S PROGRAM, IN CONJUNCTION WITH EMBASSY OSLO. THIS
WOULD ALLOW THE CATALOG SHOW FOR FY 1977 TO FOCUS
ON ENERGY SYSTEMS.

AUSTAD

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